GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:956
ANSWERED ON:02.03.2015
TOURIST ARRIVAL GROWTH AMONG BRIC NATIONS
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Will the Minister of TOURISM be pleased to state:

(a) whether the country has recorded slowest growth in tourist` inflow among Brazil, Russia, India and China (BRIC) nations;

(b) if so, the details of tourists` inflow in the country during the last five years and current year in comparison to the BRIC nations along with the reasons for its decline; and

(c) the measures proposed to be taken by the Gove- rnment to boost tourists` inflow in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a): The growth in International Tourist Arrivals witnessed by Brazil, Russia, India and China (BRIC nations) during 2013 and 2014 are given below:

Country	Growth rate (%)	
	2013/2012	2014/2013
Brazil #	2.4	NA
Russia #	10.2	NA
India	5.9	10.6#
China #	-3.5	-0.1 (P)

#:- Source: UNWTO Barometer January 2015

:- Provisionally revised as per Bureau of Immigration

P:- Provisional

NA:- Not Available

As may be seen growth was not slowest in India.

(b): The numbers of International Tourist Arrivals (ITAs) in BRIC Nations during last five years and current year (January) are given below:

Country	International Tourist Arrivals (in million)					
	2010	2011	2012	2013	2014	2015 (Jan)
Brazil #	5.2	5.4	5.7	5.8	NA	NA
Russia#	20.3	22.7	25.7	28.4	NA	NA
India	5.8	6.3	6.6	7.0	7.7#	0.8##
China#	55.7	57.6	57.7	55.7	55.6(P)	NA

#:- Source: UNWTO Barometer January 2015

:- Provisionally revised as per Bureau of Immigration

:- Provisional estimates by Ministry of Tourism

P:- Provisional

NA:- Not Available

As may be seen decline was not observed for India.

(c): Measures taken by the Government to boost tourists` inflow in the country are as follows:

i. Electronic Travel Authorization:

The Tourist Visa on Arrival (TVoA) enabled with the Electronic Travel Authorization (ETA) Scheme was launched on 27.11.2014 for nationals of 43 countries whose sole objective of visiting India is recreation, sight- seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. for a short stay of 30 days. Earlier the TVoA facility was available for nationals of 12 countries only. The TVoA enabled with ETA will enable the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant will receive an email authorising him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorisation to the immigration authorities who would then stamp the entry into the country. The entry into India will be allowed within 30 days from the date of approval of ETA and will be valid for 30 days stay in India from the date of arrival in India.

ii. Restriction on gap for re- entry lifted:

The restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa on Arrival has been lifted with effect from 4th December, 2012.

iii. Publicity and Promotion:

The Ministry of Tourism promotes India as a holistic destination, including the various tourism destinations and products of every State/Union Territory of the country,in the domestic and international markets,

As part of its promotional activities, Ministry of Tourism undertakes centralized international media campaigns (prints, electronics and online) under the Incredible India brand-line in key source markets as well as potential markets across the world.

The Ministry has taken up creation, development and maintenance of Walking Tours product which is an online, interactive web product that will help national and inte- rnational tourists, plan and take walking tours in all major cities in India.

The Ministry of Tourism has signed an agreement with M/s Worth Your Holidays as part of which an automated holiday planner (Tripigator.com) has been linked to the website of the Ministry of Tourism to facilitate the tourists to make itineraries.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the internat- ional and domestic markets under the Marketing Development Assistance Scheme.

iv. Cleanliness and Hygiene:

To tackle the problem of hygiene and cleanliness at tourist destinations, the Ministry of Tourism has taken the initiative of launching the Campaign Clean India with a vision to ensure anacceptable level of cleanliness and hygiene practices at tourist destinations. This campaign is to be sustained through adoption and involvement of private and public sector stakeho- lders as a part of their Corporate Social Responsibility (CSR).

v. Trained Language Speaking Guides:

Selection and Training of Regional Level Tourist Guides, including linguist guides, is an ongoing process and the Ministry conducts the training programmes, through the Indian Institute of Tourism & Travel Management (IITTM), periodically.

vi. Safety of Women Tourists:

The Ministry of Tourism had advised the State Governments/ Union Territory Administrations to set up Tourist Police at prominent tourist spots. As a result, the State Gove- rnments/UT Administrations of Andhra Pradesh, Goa, Karna- taka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Odisha have deployed Tourist Police, in one form or the other.

An advisory has been posted on the Ministry of Tourism website www.incredibleindia.org indicating that India remains safe destination for international Tourists including women tourists.